

STRATEGY, ORGANIZATIONAL CHANGE & INNOVATION LEADER

HIGHLIGHTS

- Strategy, business development and operations leader for strategic initiatives at NBC Universal, a \$15 billion entertainment company, with documented benefits of over \$150m in 2009
- Thought leadership in organizational design and change management
- Digital strategy & deep technological expertise in social networking, video, mobile and gaming
- Over 20 years strategy & management consulting experience in entertainment, digital media, finance and healthcare working for global firms such as GE/NBC Universal, Wachovia, Capital One and T. Rowe Price
- MBA in International Marketing and Bachelors degree in Artificial Intelligence and Mathematics
- Lean Six Sigma Master Black Belt

EXPERIENCE

Director, Engagement Leader, GE/NBC Universal (New York, NY)

Sep 2007 – Present

East coast director in charge of the execution of enterprise wide initiatives in strategy & operations across all NBCU's divisions leading a multi tiered staff of 11 global employees who are cross disciplined in strategy, finance & operations leveraging Lean Action Workouts (Kaizen), Six Sigma and organizational development & redesign.

Corporate Strategy & Growth

- **M&A Post Merger Integration (PMI):** Managing the PMO for the Comcast/NBCU transition coordinating hundreds of PMI projects & initiatives across all functional areas (e.g. Payroll, Benefits, IT, Finance, EHS, Legal, Real-Estate).
- **Growth Playbook:** Worked with C-level leaders on developing and implementing 5-year growth playbook plans.
- **Balanced Scorecard (BSC):** Led a multi-year initiative to deploy BSC's across all divisions to improve visibility, accountability and alignment of strategies in all levels of the organization
- **Sourcing:** Led multiple cost analyses and vendor negotiation initiatives to generate savings of \$200mm FY2010-2012

Digital Platforms

- **Digital Product Strategies:** developed financial planning/projections, competitive analysis and business plan for several digital initiatives both internal and spin-offs with market valuation upwards of \$50m in social networking, video distribution, syndication, iTV and gaming.
- **Centralized Tagging** Developed business requirements for a tagging initiative spanning multiple content platforms, properties to deliver dynamic tagging for DART ad trafficking, psychographic tagging (TACODA) and CMS tags.

Operations

- **dotMedia:** Provided analytical support, facilitation and strategic planning to a 3-year enterprise digital technologies initiative with 72

project streams impacting every aspect of media production & consumption spanning ingest, edit, storage and repurposing of all media assets.

- **Enterprise Payroll:** processing for 50,000 staff and union employees reducing cycle time by 40% and hand-offs across GE & NBCU Payroll.
- **Lean IT:** streamlined enterprise architecture & infrastructure activities resulting in 53% improvement in cycle time of application lifecycle delivery (4500 hours)

Sales & Marketing

- **MSNBC Branding:** Developed a branding strategy for MSNBC incorporating audience characteristic profiling and demographic trends in the US for 2009 upfront
- **Enterprise Sales:** streamlined processes representing \$6.5b in revenue across 15 media properties in cable, news and digital delivering \$50m increased revenue
- **Healthology:** improved capacity by %80 and revenues opportunity by \$30m in the ideation-to-production of new product development cycle

Production

- **News Digital Journalism:** An initiative to transform the way news is gathered and produced across the entire NBC news division redefining roles and resulting in savings of \$10m annually
- **Physical Asset Management:** Lean AWO to standardize vaulting operations across news archives and universal studios vault resulting in 30% reduction in cycle time.

Led CC Pace's engagements and coached client organizations in Lean-Six Sigma process improvement and enterprise transformation.

Sample Projects:

- **T. Rowe Price - Enterprise Fulfillment Initiative:** Operational improvement initiative in corporate marketing & productions services leveraging Supply Chain Council's SCORE framework
- **Armed Forces Benefits Association - Life Insurance:** enterprise-wide core business processes in ITO/OTR in multiple Lean Six Sigma projects reducing defects in bill payment services, military allotment, 1199 payroll deductions, credit card payments and claims department activities
- **Capital One - Manage IT Portfolio Investments:** Establish corporate strategy linkage and project prioritization
- **Capital One - IT Risk Office:** Identify opportunities and regulatory risks in the assignment and termination of user access rights to the enterprise systems (COBIT)
- **T. Rowe Price - Marketing & Document Publishing:** Multiple Kaizan events reduced cycle time and established sustainable process capacity within Corporate Marketing Group and Document Publishing

Executive Director, 6FootMedia**2001 – Feb 2006**

Founded a New York City agency which planned and executed clients' digital initiatives and marketing communications (online and print). Engaged in all aspects of product management, strategy and branding for organizations in financial, healthcare and military industries.

Sample Projects:

- **Wachovia** - Developed custom sales tool and DAM solution for capital finance division reduced sales cycle time by 50%.
- **Water Tech** - Managed long term growth strategy and operational initiatives for a CPG manufacturer resulting in sales growth from \$500K to \$7M in 2 years.
- **Stoller & Bard Communications** - Developed a viral business platform which exceeded 300,000 loyal subscribers within 3 years
- **OddCast** - Developed a multimedia API for OddCast's virtual host service (www.oddcast.com).
- **ECPnetwork** - Developed a viral marketing system which acts as a "match-maker" between patients and healthcare providers.
- **eLearning** - Lead a team of 8 developers and 3 designers in a cross-platform eLearning (LMS) solution.
- **6FootMedia Core Libraries** - Developed mapping platform and custom content management system (CMS).

Principal/Founder, Bergen Medical Imaging**1994 – 2001**

Managed an \$8 million budget and staff of sixteen marketing, operations and technical staff in the development of new healthcare modalities and accompanying bio-informatics (DICOM Telemedicine solutions, billing applications and facility management software). Facility became the largest independent diagnostic testing facility in the north east serving over 600 referring physicians and was ultimately sold to a VC firm.

Analyst, American Vision, Inc.**1992 – 1994**

Authored business plan and led a market study to analyze market potential and pricing sensitivity for consumer ophthalmic eye-care product in Israel. After a successful launch the company became the second largest distributor of contact lens cleaning devices in the market after Bausch & Lomb.

Head of Naval Simulation (Captain), Israeli Navy**1986 – 1992**

Directed the purchase, development and deployment of navy simulation systems for large-scale submarine and battle systems. Conducted branch-wide training courses for military personnel on the use of combat systems as part of the naval academy training program. Team leader and project manager with incremental responsibilities managing teams of up to 150 software developers and operations staff to design and deploy simulation systems. Responsible for feasibility studies and full project life-cycle management.

SKILLS

Business Process & Innovation: Lean, Six Sigma Master Black Belt, TRIZ, Agile Scrum/XP
Frameworks: ITIL, SCOR/DCOR, VRM, Reg/Compliance (SOX, COSO, COBIT)
Certifications: Six Sigma Black Belt; Agile PM Scrum Master

EDUCATION

Tel-Aviv University , MBA, International Marketing
State University of New York (SUNY), BS, Computer Sciences & Mathematics

AWARDS & RECOGNITION

Panel Judge: “Global Six Sigma & Business Improvement Awards” for 2008 and 2009
March 2008 Ovation Award for Innovation :“Thanks for your commitment to the success of the Ad Sales project. You have helped raise the bar on how we execute workouts at NBCU”
February 2008 Ovation Award for Outstanding Teamwork: iVillage workout

PUBLICATIONS & SPEAKING ENGAGEMENTS

Nov 2009 Keynote Address	“ The hidden factory in change management ”, Business Process Management Conference Series, Brainstorm, NY
Oct 2009 Feature Presentation	“ Using analytics to drive organizational and process change ”, WCBF, Orlando FL
Sep 2009 Keynote + Workshop	Keynote address: “ Balanced Scorecard & Rapid Dashboard Prototyping in a time of Financial Crises ” and 4 Hr. Workshop “ Strategies to Creating a Sustainable Continuous Improvement Culture ”, IQPC Process Excellence Week, Chicago IL
Apr 2009 Feature Presentation	“ Creating A Portfolio of Projects: Taking a Holistic Wing-to-Wing Approach ”, 10 th Business Process Management Summit, Miami FL
Jan 2009 Feature Presentation	“ Driving change with Lean Six Sigma without alienating jargon ”, IQPC 10 th LSS & Process Improvement Summit, Orlando FL
Oct 2008 Feature Presentation	“ NBC Universal Case Study on Streamlining Sales Processes ”, WCBF 3 rd Annual Global Lean Six Sigma Summit, Orlando FL
Aug 2007 Discovery Session	“ Lost in Translation: Making Dollars into Sense ”; Agile 2007 Conference, Washington DC
May 2007 Workshop:	“ Building an Effective Six Sigma Measurement System in Financial Services ”; 4th Annual Six Sigma in Financial Services Conference, New York, NY, USA
Training	T Rowe Price “Process Excellence for Executives”, Owings Mills, MD (8/07) + Public sessions in Fairfax, VA (10/06), Capital One Executive Training, Richmond VA (5/07), GE/NBC IMLP/OMLP New York (12/07)

ACCOLADES

“Tiran has proven to be an extremely valuable and versatile asset for our group. By applying his extensive Six Sigma, Lean, and Agile experience, he and his teams have introduced dramatic process improvements within the business. Tiran pushes himself to find the creative solution to a problem and then works tirelessly to see it implemented.”

**Vojin Gjaja / VP, Strategic Initiative & Analysis
NBC Universal (GE)**

“Tiran is by far, one of the most engaging, hard-working individuals I've encountered in my media career. No job is too big or too small for TD, his leadership style, presence and acumen has helped my team get closer to our goals by leaps and bounds, and his expertise (Lean, Six Sigma, IT, Agile, etc.) is unmatched. Top qualities: Great Results, Personable, Expert”

**Christian Alicea / Director Digital Production Strategy
NBC Universal (GE)**

“Having worked with Tiran on a number of occasions across IQPC's Lean Six Sigma events I have been impressed not only by Tiran's continual depth of knowledge but also his ability to inspire those he works with. A huge advocate to the Lean Six Sigma field.”

**Megan James / Senior Conference Director
IQPC**

“Tiran was instrumental in leading a Lean initiative across the NBC Universal Ad Sales properties, with a mission of cutting out excess "churn" and thus improving on and "leaning" out television business processes. He facilitated the first of such events for USA and SCI FI and his facility to get buy-in and guide an initially somewhat skeptical group was extraordinary. His passion for his craft is also palpable. He is tireless toward reaching resolutions to difficult business problems, and has a style that is inclusive, and helps him and all those around him reach collective goals. I hope to work with Tiran again.”

**Katharine Bailey / Director Dow Jones Interactive
News Corp**

“Tiran is simply one of the most brilliant people I have ever met, with an insatiable curiosity and an ability to routinely develop amazing solutions to long-standing problems. He is able to build incredibly complex mental models of technical systems and workflows while still retaining an intimate understanding for the way in which people actually live with the technology. It has truly been an inspiration to work with him.”

**Christopher Lohmann / Director, SIA
NBC Universal (GE)**

“Tiran is an industry expert who is able to ask the "right questions" to capture the needed information to identify opportunities to improve process. He drives projects forward and delivers applicable results.

**Jim Longenecker / VP Document Publishing
T. Rowe Price**

“Tiran did an excellent job of using Lean/Six Sigma methods to drive several BPM initiatives through an organization that was not used to formal methodologies etc. His patience and willingness to share the "process" behind the work kept the enthusiasm up on the team. Top qualities: Great Results, Expert, High Integrity”

**Bob Bell / VP CIO
Armed Forces Benefit Association**

“Tiran is extremely personable, intelligent, and creative; a pleasure to work with; a true professional. He inspired me in a myriad of ways. Top qualities: Great Results, Personable, Creative”

**Rob Mendelson / Vice President
5 Star Life Insurance Co.**

“Tiran is a great asset to any organization. He is skilled at quickly analyzing and understanding complex situations with a style that is adaptable to many different organizational cultures. This allows him the ability to bring clarity and sound advice on improving processes while building trusted relationships (which is evidenced by the fact that clients ask for him by name).”

**Ravi Changela / Associate VP Process Re-Engineered
The Carlyle Group**

“Tiran is a creative genius. His ability to design through various mediums helped to take our company to the next level in marketing and corporate identity. He is a motivated team player that any company would be lucky to have on staff. If I wasn't running my business I would hire him to do so.”

**Guy Erlich / President, COO
Water Tech Industries**

“Tiran is one of the best technologists we ever worked with. He is super bright, fast and uses the right, extensible technologies to achieve the best solutions. I could not ask for a better technology and production partner!”

**Adi Sideman / Chief Executive Officer
OddCast Inc.**

“I had a superb experience with Tiran. His dynamic approach and his eager desire to achieve the objectives he committed himself to perform was admirable.”

**Steve Doppelt
Former Executive at W.R. Grace**